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PRESS RELEASE**KARSAN OPENS UP TO EUROPE AT HANNOVER IAA
COMMERCIAL VEHICLES FAIR WITH THREE NEW MEMBERS OF
KARSAN PRODUCT FAMILY**

At the 65th IAA Commercial Vehicles Fair in Hanover, Germany, Karsan introduced, Karsan ATAK and Karsan STAR with their new names for the first time in Europe

One of the well-established automotive producers of Turkey, Karsan exhibits three members of its new product family with Karsan brand at the 65th IAA Commercial Vehicles Fair in Hanover, Germany.

Karsan exhibited at its stand the members of its new product family, an 8-meter-long, low-floor and wheel-chair accessible public transport bus "**Karsan ATAK**" and an 8-meter-long bus used in tourism/service transportation "**Karsan STAR**" with their new names and Euro VI engine, which is compliant with the European norms.

These two products received great interest in their European premier at Kortrijk Busworld Fair in October 2013 and during their launch in Turkey at the Busworld Turkey Fair in April 2014. Karsan also exhibited its 6-meter small bus with low floor and wheel-chair accessible "**JEST**".

Karsan welcomed its visitors under "Upgrade your business" slogan in its stand between September 24 and October 02.

IAA Hanover Commercial Vehicles Fair also hosted the global launch and European premier of H350 of Hyundai, the new light commercial vehicle series with gross vehicle weight between 3.5 and 5 tons. The series will be produced by Karsan for Turkish and export markets in line with the agreement signed between Hyundai Motor Company and Karsan on November 27, 2012. Karsan Marketing Company, the exclusive distributor of H350 in Turkey, also participated to the fair.

Vançın Kitapçı, General Manager of Karsan Marketing Company, said that Karsan is proud of participating in Hannover, one of the biggest commercial vehicle fairs of the World, as the manufacturer of H350 and as well as exhibiting its own products. "Karsan ATAK and Karsan STAR are introduced for the first time at Hannover Commercial Vehicles Fair with their new



names out of Turkey. This fair is an important step for us in terms of being a global player in the field of passenger transportation.

Moreover, we have established sales, distribution and aftersales channels to 19 countries including Georgia, Gulf Countries, Bulgaria, Romania, Macedonia, Hungary and Germany. Presently we aim to increase our presence in Europe through contacts we have established in this fair." said Kitapçı adding that they welcome visitors at Karsan stand during the fair.

Karsan ATAK will be a smart choice

ATAK, Karsan's 8-meter small bus with "low floor" facilitates getting on and off through ECAS system which enables the bus to kneel. Karsan ATAK offering panoramic vision makes the life easier for passengers with wheelchair thanks to its foldable ramp. Karsan ATAK can carry up to 58 passengers with its roomy interior volume and different layout options. Offering maximum driving comfort for the driver with its robotized and automatic transmission in addition to manual transmission, ATAK provides excellent fuel economy with its engine in compliance with Euro VI emission norms. ATAK is also ideal for urban transportation with its low turning circle and with features such as driver's cabin and independent front suspension. It offers comfortable, safe journey and easy maintenance thanks to the engine placed at the rear side of the vehicle. ATAK's Euro VI Diesel version is planned to be on the market by the end of 2014.

Karsan STAR offers a more comfortable journey

STAR, Karsan's short-distance inter-city transport and tourism/personnel service bus is 8 meters in length having a capacity of 31 passengers. It has a class leading luggage capacity of 4.25 m³. STAR offers a comfortable journey with its engine placed at the rear, a wide knee space, independent front suspension and different seat layouts. Besides, it offers a genuine bus comfort with a wide range of equipment options. Its low operating expenses are beyond customers' imagination.

JEST is a line feeder

JEST, a small bus with a modern and practical design featuring low-floor and ramp enables all the passengers including the ones with wheelchair to have easy and quick access to the vehicle. JEST has gone on a sale with richer accessory options in 2014. ESP security kit, aluminum-alloy wheels, remote-control central locking, Galaxy type dark color windows are some of the new features. JEST turns journeys into a pleasure with its air-conditioner and optional Wi-Fi connection. JEST also adapts to the developing and changing conditions of the city with its design and environmentally-friendly features. Having sold almost 1,500 since its launch, Karsan JEST is one of the leading players in the urban short-distance mass transport segment.

**Karsan in Brief**

Established in 1966, Karsan Otomotiv Sanayii ve Ticaret A.Ş. operated under Koç Group between 1979 and 1998. It joined Kıraa Holding in 1998 when İnan Kıra purchased the majority shares. In line with its vision "Unlimited Transportation Solutions" adopted in 2009, Karsan has been manufacturing a wide range of products such as light commercial vehicles, buses and heavy trucks. Today, it produces BredaMenarinibus branded buses and its own products Karsan JEST, Karsan ATAK and Karsan STAR at its modern and flexible facilities located in Bursa. The marketing, sales and after-sales services of these products are carried out by Karsan Marketing Company.

Employing around 1000 people, Karsan rised from 151st rank to 93rd rank in the list of "Turkey's Top 500 Industrial Entities" in 2013 by the Istanbul Chamber of Commerce.

KARSAN OTOMOTİV**For further information:**

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